

## **Rule 375-7-4-.15 Motorcycle Safety Program - Public Awareness and Promotion**

- (1) The Motorcycle Safety Program is authorized to implement a public information program publicizing the availability of rider education courses as approved by the Commissioner.
- (2) This program may include, but not be limited to:
  - (a) direct mailings;
  - (b) paid advertisements;
  - (c) participation in trade shows and rallies;
  - (d) public service announcements;
  - (e) presentations;
  - (f) press releases, articles, and other written marketing material; and
  - (g) printed marketing material such as flyers, posters and business cards.
- (3) The Motorcycle Safety Program, as approved by the Commissioner, is authorized to solicit other interested parties to be involved in various promotional activities that will reach the public for the purpose of publicizing the availability of rider education courses and safe riding practices.
- (4) The Motorcycle Safety Program, as approved by the Commissioner, is authorized to provide the general motoring public with "Sharing the Roadway" messages and other similar safety messages through, but not limited to:
  - (a) radio messages and interviews;
  - (b) television messages and interviews;
  - (c) newspaper and magazine articles;
  - (d) public service announcements; and
  - (e) annual participation in a formal motorcycle safety and awareness month.
- (5) The Motorcycle Safety Program, as approved by the Commissioner, is authorized to request the Georgia State Patrol, Governor's Office of Highway Safety, and other state and private agencies, to support all motorcycle safety promotional efforts.

**Authority: ~~Authority~~ O.C.G.A. Sec. ~~§~~ 40-15-3.**

### **SYNOPSIS**

### **STATEMENT OF PURPOSE AND MAIN FEATURES OF PROPOSED RULE**

The purpose of this amendment is to update the Georgia Motorcycle Safety Program rules.

### **DIFFERENCE BETWEEN EXISTING AND PROPOSED RULES**

This proposed amendment adds the requirement of the Commissioner's approval. The statutory authority is formatted correctly.